



2012

EVENT SPONSORSHIP OPPORTUNITIES

Let the Chamber help you *Market, Develop & Connect*

What's Included:

- » Opportunity to give a two-minute address to all attendees during program opening remarks
- » Name & logo recognition in the Chamber monthly newsletter, *insight*
- » Name & logo recognition on the Chamber website with direct link to sponsor's website
- » Name & logo recognition on upcoming event advertisements and eNewsletter
- » Opportunity to advertise and connect with other regional business professionals
- » Complimentary reservations for your staff and guests (number varies per event)
- » Sponsor brochures and promotional items available to attendees at each table
- » Dedicated sponsor table available for additional promotional materials, displays and company literature
- » Sponsor banner displayed with premier placement at the event
- » Continuous sponsor acknowledgement at the event
- » Complete attendee list available for your direct marketing needs

This is a basic listing of benefits that are included in most event sponsorships. Certain event sponsorships contain extended benefits.

For a customized sponsorship package, contact Claudette Thornton, director of marketing and communications.



Yes! I'm Interested...

Please contact:
Claudette P. Thornton
Director of Marketing & Communications
cthorton@renscochamber.com
518.274.7020 ext. 18

NetworkingPlus Series



A total of two breakfasts and three lunches per year, offering regional business professionals an exciting environment to get connected, develop leads, and build relationships. *Three sponsorships per event.*

January 26—Luncheon

March 8—Breakfast

June 7—Luncheon

October 25—Breakfast

December 13—
Holiday Luncheon

NetworkingPlus Breakfasts: \$450 each

NetworkingPlus Luncheons: \$475 each

Professional Development Series

These two-hour training workshops cover a variety of topics such as sales training, public relations, marketing, human resources, and much more. Featuring top industry professionals, the focus is on providing business owners and employees effective and affordable training opportunities. *Two sponsorships per event.*

February—
Personal Branding

~~SOLD OUT~~ March—
Computing in the Cloud

May

September—
Human Resources

November

*Special Edition:
Sales Training
with Hal Becker*

Professional Development Series Breakfasts: \$675 each

Member Benefits Breakfast

These quarterly breakfasts are great for new members, new employees, or for those who want a refresher on what their membership has to offer! *Two sponsorships per event.*

February 3

April 5

July 26

October 27

Member Benefits Breakfasts: \$275 each

Monthly Program Series

Cutting edge topics, industry expert guest speakers, and the opportunity to learn about a range of business and civic issues make this series one of the most popular and most valuable events each month. *One exclusive sponsorship per event.*

~~SOLD OUT~~ January 2—County Executive
Breakfast

~~SOLD OUT~~ February—CNSE

~~SOLD OUT~~ March—Meet the Mayors

April—Women Leaders Panel

~~SOLD OUT~~ June—Inside the Mind
of a CEO

October

November—“Good News
Rensselaer County”

2012 Monthly Program Sponsorships: Start at \$1,500 each

Annual Dinner {with a twist} & Business Expo May 17, 2012 *(see attached page for additional benefits)*

Our premier event reflects the vibrancy of our members and underscores the Chamber's commitment to help you Market, Develop & Connect. Eat what you want, when you want from our lavish food stations and enjoy extended networking with business professionals. *Five underwriting sponsorships available.*



Underwriting Sponsor

Underwriting Sponsor

(5) Sponsors: \$4,500 each **(50) Expo Booths: \$375 each**

Baseball Challenge: "Be a ValleyCat for a Day" June 2012

This unique experience gives members the exclusive opportunity to step up to the plate at "The Joe" and play a full baseball game. Complete with jerseys, announcer and scoreboard, co-workers, friends and family will enjoy this night at the ballpark. *Various sponsorships available.*

Team Sponsor

Team Sponsor

Trophy Sponsor

Team Sponsors: \$950 each **Trophy Sponsor: \$400**

Annual Golf Classic: Clubs, Carts & Connections August 20, 2012

A day on the links that mixes a top notch round of golf with valuable networking opportunities at the award-winning Country Club of Troy.

SOLD OUT Eagle Sponsor	Eagle Sponsor	Eagle Sponsor	Eagle Sponsor	Eagle Sponsor	Cart Sponsor	Golfer Gift Sponsor
Birdie Sponsor	Birdie Sponsor	Birdie Sponsor	Birdie Sponsor	Birdie Sponsor	Putting Challenge Sponsor	Chipping Challenge Sponsor
					Hole-In-One Sponsor	

(5) Eagle Sponsor: \$2,000 each **Cart Sponsor: \$1,500** **Flag Sponsor: \$150 each**
(6) Birdie Sponsor: \$1,000 each **Golfer Gift Sponsor: \$1,200** **Tee Sponsor: \$300**

Van Rensselaer Awards Dinner September 2012

This popular annual event is the forum for the presentation of the esteemed Van Rensselaer Corporate and Small Business Awards as well as the Edward H. Pattison Citizenship Award. *Three underwriting sponsorships available.*



Underwriting Sponsor

(3) Sponsors: \$4,200 each **Chairman Table Sponsors: \$1,100 each**

Troy Victorian Stroll

An outstanding holiday tradition which attracts nearly 20,000 visitors from around the Northeast. Features music, performances, family activities, shopping, dining and more, all set in the Victorian splendor of downtown Troy. Held Sunday, December 2, 2012, this a community event you don't want to miss!

Platinum Sponsor	Platinum Sponsor	Platinum Sponsor	Platinum Sponsor
Platinum Sponsor	Platinum Sponsor	Platinum Sponsor	Platinum Sponsor

(8) Platinum Sponsors: \$5,000 each **2012 Gold Sponsor: \$3,500** **2012 Silver Sponsor: \$1,500**